

MARKETING AND COMMUNICATION MAJOR

45 s.h. required. All courses 3 s.h.

Required courses:

_____	COMM 100	Public Speaking (O)
_____	COMM 115	Mass Communication (S)
_____	INT 222	Social Science Statistics (Q)
_____	ART 117	Software in Visual Arts
_____	BUAD 202	Org. Behav. & Interpersonal Comm.
_____	MKTC 230	Marketing Principles
_____	MKTC 300	Integrated Marketing Campaigns
_____	MKTC 387	Internships
_____	MkTC 400	Senior Seminar

OR Transfer course VCCS listed*

CST 100, 105 or 110
CST 114
BUS 221, MTH 157/155, or MTH 240/241/245
ART 180
BUS 201 or CST 126
MKT 100

Note: COMM 401 Independent Research may serve as a required course for some students who meet discipline requirements.

Students with emphasis in Integrated Marketing choose 6 courses from:

_____	ART 218	<i>Production for Print</i>	
_____	COMM 119	<i>Video Production</i>	ART 160
_____	COMM 221	Media Writing (W)	
_____	COMM 240	Advertising	MKT 220
_____	COMM/INT 245	<i>Social Media</i>	
_____	COMM 260	Public Relations	MKT 221
_____	MKTC 401	Supervised Research	
_____	INT 251	<i>Professional Writing</i>	
_____	BuAd 334	Multi-Cultural Marketing in America (D)	
_____	BuAd 336	Cross-Cultural & Global Marketing (W)(I)	MKT 275
_____	BuAd 338	Marketing Research	MKT 229
_____	BuAd 362	Consumer Behavior	MKT 271
_____	SOC 320	Sociological Research Methods	

OR

Students with an emphasis in Communication Studies, choose six (6) courses from:

_____	COMM 119	<i>Video Production</i>	ART 160
_____	COMM 219	<i>Advanced Video Production</i>	ART 161
_____	COMM 221	Media Writing	
_____	COMM 237	<i>Mediation</i>	
_____	COMM 240	Advertising	MKT 220
_____	COMM 245	<i>Social Media</i>	
_____	COMM 260	Public Relations	MKT 221
_____	COMM 280	Intercultural Communication (I)	CST 229
_____	FILM/THEA 264	<i>Screenwriting (W)</i>	CST 120
_____	INT 251	<i>Professional Writing (C) (W)</i>	
_____	INT 268	<i>Rhetoric and Writing (H)</i>	
_____	MKTC 401	Supervised Research	

Courses in italics are not taught online through Mary Baldwin University, but may be taken in Staunton or transferred from another institution.

18 s.h in the major must be from Mary Baldwin University.

*** Transfer courses do not necessarily carry the same Learning Outcome Designations for the Common Curriculum**